

## ***Bringing the Farm to School Producer Training***

*Douglas-Sarpy County Extension Office, Omaha, NE*

*March 3, 2022 | 9:00AM-5:00PM*



### **AGENDA**

- 9:00 – 9:45**                    **Introduction: The Power of Farm to School**  
*Guest Speaker: Gary Fehr, Green School Farms, Lincoln, NE*
- School Business Action Plan
- 9:45 – 10:50**                    **Module 1: Getting to Know School Markets**
- WORKSHEET 1B: *School Meal Program Case Studies*
- 10:50 – 11:00**                    **BREAK**
- 11:00 – 12:00**                    **Module 2: Selling to School Markets**
- Worksheet 2A: *Market Channel Assessment*;
  - Producer Workbook: Worksheet 2C, page 110: *Responding to School Solicitations*; AND Worksheet 2D, page 112: *School Nutrition Director Meeting Checklist*
  - Handouts: *Building Blocks of a School Solicitation* AND *Addendum H of Durango Solicitation, Farm to School Bid Response*
- 12:00 – 1:00**                    **Lunch / Panel**  
*Erin Vik, Director of Nutrition Services, Westside Community Schools;*  
*Jay Wolff, Wolff Farms, Norfolk;*  
*Sherri Lee, FarmTable Procurement & Delivery, Harlan, IA*
- 1:00 – 1:45**                    **Module 3: Choosing the Right Product to Sell to Schools**
- Worksheet 3A: *Product Planning Chart*, page 32 of producer workbook
- 1:45- 2:10**                    **Guest Speaker**  
*Ellen Walsh-Rosmann, Director of Nutrition Services Harlan Community School; Owner/Operator of FarmTable Procurement and Delivery*
- 2:10 - 2:20**                    **Break**

**2:20 – 3:20**

**Module 4: Growing for Schools**

- **Section A: Business Planning**

- Worksheet 4A: Business Planning Considerations for School Sales - Breakeven price and return on investment, pg. 36 of producer workbook.
- Worksheet 4B: Scaling Up Production for School Markets-Evaluating Weak Links, pg. 39 Producer Workbook

- **Section B. Scaling Up Production-Meeting Increased Demand for School Markets**

- **Section C: Crop Production and Planning:**

- Worksheet 4C: Crop Planning Exercise, pg. 42 of producer workbooks

**3:20 - 3:30**

**Break**

**3:30 - 4:30**

**Module 4: Growing for Schools, cont'd**

- **Section D: Livestock Production Planning:**

- Worksheet 4D, Capacity and Product Assessment, pg. 45 of producer workbook

- **Section E: Navigating Food Safety Standards When Selling to Schools:**

- Worksheet 4E, Communicating your Food Safety Protocols to Food Authorities - Risk Assessment, pg. 48 of producer workbook

**4:30 – 5:00**

**Conclusion: Planning for Action**

**Evaluation**

*Thank you for your work in the agriculture field, and for your interest in bringing the farm to Nebraska schools. We look forward to continued partnership to expand health, wellbeing, and economic opportunities in our state!*

